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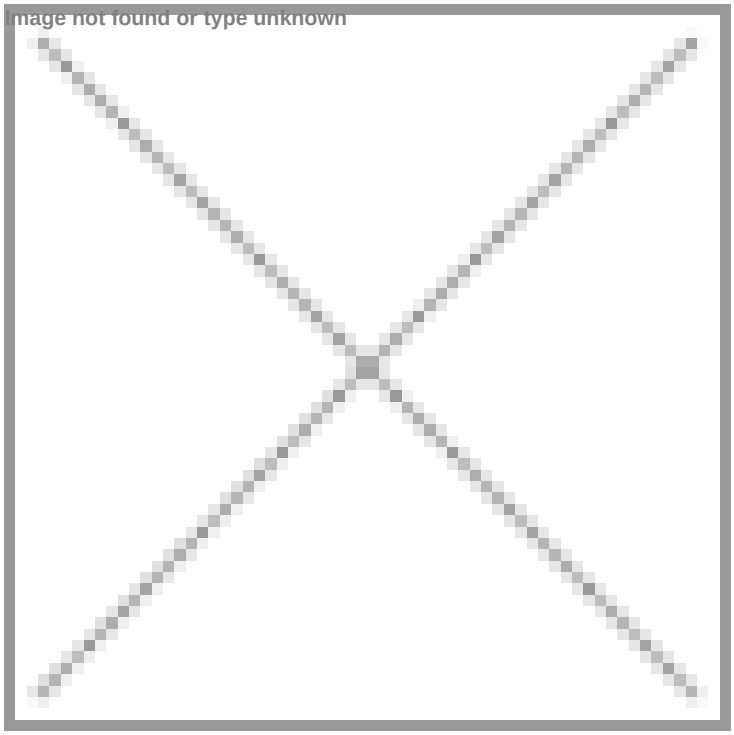
“India can become a global hub for AI-driven diagnostics if right policy environment is in place”

30 November 2025 | Views | By Dr Manbeena Chawla

With India emerging as the fourth largest medical devices market in Asia after Japan, China, and South Korea, the Indian medical technology sector is being recognised as a sunrise sector because of its immense growth potential driven by the country's increasing healthcare needs, technological innovations, government support, and emerging market opportunities. The size of the Indian medical devices sector is estimated to be around $14 billion and it is expected to grow to $30 billion by 2030 where artificial intelligence (AI) is bound to play a major role. Amidst this scenario, Japan’s medtech player Fujifilm is uniquely positioning it’s presence to meet India’s growing healthcare demands, blending AI, advanced imaging, and affordable solutions. In an exclusive interaction with BioSpectrum, Koji Wada, Managing Director (Healthcare Division), Fujifilm India spoke about the company’s expansion plans in India.



What have been the key highlights of Fujifilm India for the healthcare sector in 2025?

Fujifilm India healthcare division has been driving a sustainable double-digit growth. CT and MRI systems remained the backbone of adoption in tertiary hospitals and advanced diagnostic centres, while endoscopy posted over 30 per cent year-on-year growth, making India one of Fujifilm’s fastest-growing global markets.

We consolidated our market leadership with over 79,000 imaging systems installed across India, a significant share of which are in Tier 2 and Tier 3 cities. This scale is supported by our nationwide service and training network, ensuring uptime, rapid maintenance, and clinician empowerment.

2025 was also marked by key infrastructure and technology milestones. We inaugurated our new corporate headquarters at Gurugram, which doubles as a medical contact centre. On the innovation front, AI-powered solutions such as Synapse AI platform and CAD EYE advanced precision diagnostics by boosting early detection, reducing fatigue, and enhancing clinician confidence. On the public health front, Fujifilm screened 125,000+ individuals for TB across 15 states and reached 100,000+ women through breast cancer awareness and screening campaigns, underscoring our commitment to scalable, inclusive, and technology-driven healthcare solutions for India.

What major plans are in store for 2026? Are you planning to launch new products, partnerships or investments in the coming year? Please share details.

In 2026, Fujifilm India will build on this momentum with a sharper focus on innovation, infrastructure, and partnerships. A new state-of-the-art endoscopy service facility is set to be launched, strengthening our after-sales ecosystem. “Make in India” remains a strategic priority, with multiple divisions actively evaluating localized manufacturing opportunities.

On the technology front, we will expand the reach of AI-powered diagnostic platforms and personalised screening solutions, with a strong push into Tier 2 and Tier 3 markets. Partnerships through NURA and collaborations with Indian technology firms will deepen our impact in preventive healthcare. These initiatives collectively reinforce our vision of inclusive and accessible care for every Indian.

Please highlight the company's leadership in Tier 2 and Tier 3 penetration, with thousands of imaging machines installed across India, and key states driving sales.

Fujifilm India today has over 79,000 medical imaging systems installed nationwide, with a large proportion in Tier 2 and Tier 3 cities. This demonstrates how advanced diagnostics are being democratized beyond metros.

Our leadership in these regions stems from a robust service and application support network that ensures equipment uptime, rapid repairs, and continuous training for healthcare professionals, all of which are critical for adoption in non-metro regions. Strategic collaborations with state health departments, private diagnostic chains, and NGOs have further decentralised access, building strong trust for the Fujifilm brand across diverse geographies.

Key states such as Maharashtra, Karnataka, Kerala, and Uttar Pradesh have emerged as growth engines, showing how localised strategies are driving measurable impact. Looking ahead, we aim to expand AI-powered screening centres and strengthen localised service models, ensuring that cutting-edge diagnostics reach every corner of India.

How has been Fujifilm India’s year-on-year revenue growth in healthcare over the past 3–5 years, and how much growth is expected in FY 25-26?

Over the last 3–5 years, Fujifilm India’s healthcare business has maintained robust double-digit growth. CT and MRI systems have been major contributors, particularly in tertiary hospitals, while our FDR Xair portable X-ray has seen rapid adoption across both rural and urban healthcare setups.

Endoscopy has been a standout performer, recording 30 per cent+ year-on-year growth for the last three years, with AI-based solutions like CAD EYE growing at 40 per cent.

In FY24 alone, revenues rose 16 per cent year-on-year underlining the strong momentum across product categories. For FY25–26, we expect this trajectory to continue, with double-digit growth driven by AI diagnostics, Tier 2/3 expansion, and preventive healthcare initiatives.

How AI-augmented endoscopy, radiology, and digital imaging are redefining preventive and precision diagnostics in India?

AI is enabling earlier, more accurate, and more accessible detection of disease, reshaping preventive and precision medicine in India. In radiology, AI tools detect subtle abnormalities critical for cancer and cardiovascular care, while automating segmentation, measurements, and triaging to improve accuracy and efficiency.

In endoscopy, AI has significantly improved adenoma detection rates, lesion characterization, and early cancer diagnosis. Advanced computer-assisted diagnosis (CADx) systems are now capable of predicting lesion pathology and identifying infections like Helicobacter pylori, while also supporting personalized treatment planning in complex conditions such as inflammatory bowel disease.

For India, where specialists are limited in Tier 2 and 3 cities, AI plays a vital role in bridging gaps. It supports general practitioners with image interpretation and powers large-scale screenings for TB, breast cancer, and liver disease. Through solutions like Synapse AI platform, Fujifilm integrates imaging, decision support, and workflow orchestration, ensuring AI serves as a trusted enabler that strengthens expertise and expands access.

What are the current challenges facing the AI-based healthcare market in India, and how is Fujifilm addressing those?

The AI healthcare market in India is at an inflection point. Challenges include fragmented data, gaps in digital infrastructure, and evolving regulatory frameworks. Fujifilm views these as opportunities to localise solutions for India's unique needs.

By leveraging our nationwide service and training network, we ensure clinicians are empowered to use AI tools effectively. Solutions such as Synapse AI platform and CAD EYE enhance diagnostic confidence, reduce fatigue, and enable early detection.

Through partnerships with governments, NGOs, and diagnostic chains, Fujifilm has been able to scale Tele-radiology backed TB screening and advanced breast cancer screening in Tier 2 and Tier 3 regions. Guided by principles of ethical deployment and readiness for Make in India, we are committed to building an inclusive and trusted AI-led healthcare ecosystem.

Do you have any specific expectations from the government to strengthen the local production of AI-based medical devices/diagnostics products in the country?

India has the potential to become a global hub for AI-driven medical devices and diagnostics, provided the right policy environment is in place. Supportive measures such as incentives for local manufacturing, streamlined regulatory pathways, and robust data governance frameworks will accelerate adoption.

Strengthening digital infrastructure in Tier 2 and Tier 3 cities, along with expanding skill development programs for clinicians, will ensure AI solutions are widely trusted and effectively used.

We view the government's push through Digital Health, Ayushman Bharat, and public–private partnerships as highly encouraging, and Fujifilm India is committed to aligning our investments with these national priorities to make advanced, AI-powered healthcare accessible across every corner of the country.

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